



Scientific Games Advanced Retailer Technology Will Power Sales Lotto Rheinland-Pfalz in Germany

Lottery is the Fourth in Germany to Modernize with New, Camera-based Terminals
Connecting Retail and Digital Sales

ATLANTA – September 17, 2024 – [Scientific Games](#) is set to bring advanced retailer technology to a fourth German state lottery. [Lotto Rheinland-Pfalz](#) will move to a more modern, purchasing experience that connects retail and digital with the global lottery company's camera-based *Contour.v* terminals. Scientific Games will install the player-friendly *Contour.v* terminals in 2025 across Lotto Rheinland-Pfalz network of approximately 900 retail outlets in central southwest Germany.

The modernization project includes the company's *SYMPHONY Edge* terminal software and management system, as well as training for Lotto Rheinland-Pfalz retailers. The technology rollout is through a new five-year contract that may be renewed for up to three additional years.

Jürgen Häfner, Managing Director for Lotto Rheinland-Pfalz, said, "With both player and retailer in mind, we are investing yet further in our well-established retailer network to enhance the connection between our digital and retail sales channels. This new technology project with Scientific Games aligns with our clear focus on player-oriented enhancements that take the purchasing experience with Lotto Rheinland-Pfalz to the next level."

Offering contactless player interactions and mobile scanning features, the *Contour.v* terminals represent Scientific Games' new-era optical technology. *Contour.v* was innovated by the company as part of its newest line of high-performance *Contour* terminals to meet evolving market demand in integrated lottery retail and digital environments.

The camera-based optical terminals feature an easily viewable and accessible ticket scan area and HD screens configurable for both clerk and player view. *Contour.v* was designed with durability and unparalleled user experience in mind. A sleek, unibody eliminates unnecessary parts, making the terminals extremely reliable. Unique, advanced optics technology enhances the speed of service. The *Contour.v* terminals also offer easy processing and a variety of options for ongoing software upgrades.

"Scientific Games welcomes Lotto Rheinland-Pfalz to the growing number of lotteries moving to modern retail technology that easily connects the retail and digital channels, and offers players a smooth, convenient purchasing experience," said **Matthias Müller, VP of Sales & Marketing for Scientific Games**.

The company has served Lotto Rheinland-Pfalz since 2006 and currently provides the Lottery with central systems technology, terminal management system and retail point-of-sale technology, as well as its world-leading instant games through the *Scientific Games Enhanced Partnership* program.

Scientific Games is a supplier to all 16 lotteries in Germany, and the largest lottery systems technology provider in Europe. The company currently supplies games, technologies, analytics and services to 150 lotteries in 50 countries.

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About Scientific Games

Scientific Games is a global leader in retail and digital games, technology, analytics and services that drive profits for government-sponsored lottery and sports betting programs. From enterprise gaming platforms to exciting entertainment experiences and trailblazing retail and digital solutions, we elevate play every day. We are industry pioneers in instant games, data analytics, retail solutions and iLottery. Built on a foundation of trusted partnerships since 1973, Scientific Games combines relentless innovation, performance and unwavering security to responsibly propel the industry forward. For more information, visit scientificgames.com.

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